

ABSTRACT OF THE DISCLOSURE

A subject-matter of the disclosure is a novel composition for the dyeing of human keratinous fibres, for example, the hair, comprising a monocationic monoazo dye of formula (I) **W₁-N=N-W₂-N-W₃-W₄-W₅**, the dyeing processes employing it, the use of the dyes of formula (I) as direct dyes and the novel compounds of formula (I).